

Beatrys Fernandes Rodrigues

Researcher | Educator | Strategist

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My work contributes to discussions on closing gender divides in digital settings, especially in the context of platforms and artificial intelligence. My academic background is rooted in a multidisciplinary approach, utilizing theoretical frameworks from Communication; Science, Technology, and Society Studies; and Gender Studies. I am continuously seeking new ways to understand the world we live in and to inspire change through insightful playfulness.

EDUCATION

2020 - Present

CORNELL UNIVERSITY, Ithaca, NY

Ph.D. in Communication

Committee: Katherine Sender (Chair), Brooke Duffy, J. Nathan Matias

2018 - 2019

University of São Paulo, São Paulo, Brazil

Specialization Studies in Material & Consumer Culture:

Semiopsychanalytic Perspectives. GPA 9.35

2011 - 2015

University of São Paulo, São Paulo, Brazil

BA in Social Communications with an emphasis in Advertising. GPA 8.9

RESEARCH AND INDUSTRY EXPERIENCE

10/2021 - Present

NSF Ethics-in-the-Making Project

Graduate Research Assistant, Cornell University

Advisor: Prof. Stephen Hilgartner

02/2015 - 01/2021

Digital Strategist, Innovation Consultant, Researcher

Freelance works for major Brazilian consulting companies such as Box1824, SantoCaos, Scoop&Co, Jussi, and Talk Inc. Conducted projects for clients such as **Facebook, McDonald's, Samsung, Pepsico, Colgate, and Ab-Inbev**. Experience in conducting creativity, design thinking, and new business models workshops and talks. Responsible for trends research and drew brand and digital strategy for **Hysteria**, a platform promoting female-led narratives and content, set up by Conspiração Filmes, a major film production company. More than 300 000 impacted.

01/2016 - 08/2021

Cultural Hacker at Springpoint

Springpoint is an open innovation and education hub part of Interpublic Group I am one of the main content and hub curators. Responsible for conducting qualitative and quantitative research and developing digital, branding, and innovation strategies. Designed and conducted Santander Brazil's **Digital Culture oriented by Data Course** and Digital Culture for Compliance, awarded a grade of 9.7 of 10. Taught more than 200 mid-level to VP-level employees. Drew brand and digital strategy for startups such as Atacado.com and AMAZONIA.

02/2016 - 11/2019

Researcher at Envisioning

Responsible for researching, mapping, and writing about technologies and trends and conducting workshops and talks. Clients: **GIZ, Armasuisse, United Nations, World Government Summit**.

11/2012 - 02/2014

LATAM Content and Brand Coordinator at Airbnb

Designed and implemented Airbnb's social media strategy for Brazil and Latin America, which led to an increase in engagement and in the number of new users.

Conference Presentations

Rodrigues, B. (June, 2022). "Becoming Waifu" - Cosplayers' commodification of digitally mediated intimacy. Presented at *ICA Post Conference Global Perspectives on Platforms and Cultural Production*. University of Amsterdam. Amsterdam, Holland.

Rodrigues, B. (May, 2022). "Should Robots Say 'I love you?' - Investigating human-robot intimacy through Gatebox". Presented at *2022 ICA Pre-conference on Human-Machine Communication*. Paris, France.

Rodrigues, B. (October, 2021). "Becoming Waifu" - Cosplayers' commodification of digitally mediated intimacy. Presented at *The Future of the Platform Economy and Platform Work PhD Symposium*. [organized virtually].

Rodrigues, B. & Peruzzo, A. (June, 2021). Real harassment, virtual robots? Comments on Online Harassment geared at Virtual Assistant BIA. Presented at *XI ProPesq PP – Encontro Nacional de Pesquisadores em Publicidade e Propaganda*. [organized virtually].

Rodrigues, B. (August, 2018). The hegemony of female A. I assistants. Presented at *Unmaking Gender Conference at University of São Paulo*. São Paulo, Brazil.

Theses

Rodrigues, B. (December, 2019). Artificial Futures: Critical Feminist Perspectives in Artificial Intelligence. Post-grad Specialization dissertation. University of São Paulo. São Paulo, Brazil.

Rodrigues, B. (December, 2015). The Bell Jar: Feminine Representations in Cyberspace. B.A. senior dissertation. University of São Paulo. São Paulo, Brazil.

WORK IN PROGRESS

"Should Robots Say I Love You?" - Analysis of Gatebox and human-computer intimacy

Real harassment, virtual robots? Comments on Online Harassment geared at Virtual Assistant BIA.

"You don't look like a scientist!" Hate-speech and harassment against scientists on Twitter: an analysis using the hashtag #EuPareçoCientista

Sci-Fi and Sci Fact - Analysing videogames artifacts and their correspondence with technological readiness

GRANTS AND FELLOWSHIPS

- 2022 - 2025** **NSF Graduate Research Fellowship Program (\$138,000)**
National Science Foundation
- 2021** **Media Studies Graduate Grant (\$250)**
Cornell University
- 2020 - 2025** **Dean's Scholar Diversity Scholarship (\$116,242)**
Cornell University, Awarded to outstanding and most promising new graduate students
- 2018** **Outstanding Undergraduate Scholarship**
University of São Paulo, Office of Graduate Studies
- 2014** **Emerging Leaders of America Scholarship (\$7500)**
Office of Foreign Affairs, Trade and Development of Canada.
- 2014** **Academic Merit Scholarship (\$8000)**
University of São Paulo

AWARDS

- 2011** **Selective Process Best Essays (56 awarded out of more than 30 000)**
University of Sao Paulo Admissions Foundation

TEACHING EXPERIENCE

- 08/2021- Present** **Graduate Teaching Assistant (Cornell University)**
Spring 2022 - COMM2010 Oral Communication
Winter 2022 - COMM 5300 Ethics in New Media, Technology, and Communication
Fall 2021 - COMM2450/INFO2450 Communication and Technology
- 02/2020- 06/2021** **Lecturer - Futurology and Design Fiction Course**
ESPM São Paulo, Lecturer for a graduate-level course
- 08/2018** **Guest Lecturer - CRP 0420 Digital Communication**
University of São Paulo, Prepared and conducted two classes in the course.
- 08/2018** **Undergraduate Teaching Assistant**
University of São Paulo, CRP 0420 Digital Communications
- 08/2015- 12/2015** **Undergraduate Teaching Assistant**
University of São Paulo, CRP 0420 Digital Communications

PUBLIC SPEAKING

- 09/2021** **Academic Directory of Computing at the Federal Technological University of Paraná, Online**
"Diversity Wanted: Technologies for Desirable Futures"
- 07/2021** **Future Hacker Quantum Thinking Event, Online**
Panel "Quantum Anarchy"
- 06/2021** **ABIntechs Disruptive Technologies, Online**
Panel "Diversity in Finance and Technology"
- 05/2021** **Pint of Science São Paulo 2021, Online**
Panel "Artificial Intelligence, Real Problems"
- 12/2020** **UNESCO Futures Literacy Summit, Online**
Transfeminist Speculative Lab
- 08/2020** **#CineCiência, Museum of Image and Sound of São Paulo, Online**
Minority Report Debate
- 05/2020** **Art, Fiction and Narrative - Speculating Possible Futures, Online**
Table "Design Fiction or Projecting Worlds"
- 05/2019** **TEDx Blumenau, Santa Catarina, Brazil**
"Diversity Wanted: Creating New Future Possibilities"
- 11/2018** **HyperVR Festival São Paulo, São Paulo, Brazil**
"The Future of Immersive Tech"
- 10/2018** **Fundação Getúlio Vargas Santo André, São Paulo, Brazil**
"Future Jobs"
- 09/2018** **HACKTOWN 2018, Minas Gerais, Brazil**
"Technology Beyond Binarism"
- 02/2018** **Campus Party 2018, São Paulo, Brazil**
"Women in Tech"
- 10/2017** **ROADSEC, São Paulo, Brazil**
Panel "Is the Future of Tech Female?"
- 10/2017** **XV Symposium "Know More About Food", São Paulo, Brazil**
"Zero Hunger: Technological Trends for Ending Hunger"
- 08/2016** **Envisioning Meetup, São Paulo, Brazil**
"Technology and Gender"

Workshops

Museum of the Absurd (March, 2022) Presented at South by Southwest 2022. Austin, Texas, United States.

SERVICE

2021 - 2022

Communication Graduate Student Association Executive Board

President and Student Representative at the Graduate and Professional Student Association (CGSA), Cornell University

10/2021

AI IN SOCIETY

Cornell University, co-organizer of the student-led workshop.

2019 - 2020

Design Futures Initiative

Volunteer for the São Paulo Chapter of Speculative Futures.

2015 - 2020

ZERO42

Co-founded zero42, a Brazilian think-tank that aims to create democratic structures for the development of technology. Crafted a report on the social problems around A.I. We conducted a series of workshops in partnership with São Paulo's City Hall on open government, the blockchain, A.I, cybersecurity, and the internet of things for a range of poor communities, **impacting more than 300 people.**

2016

IRIS

Assisted Prof. Dr. Luli Radfaher with the development of IRIS, a group that hopes to inspire creative development amongst the students of the School of Communications and Arts.

MEDIA MENTIONS

09/2020

[How ABBA's hologram tour could become a post-pandemic trend](#) (CNN Brazil).

09/2020

Possible Futures, Debate, *Canal Futura* (Futura Channel).

04/2020

[Xenofeminism intends to end the notion of gender through technology](#), *Uol Tab*

CONFERENCE REVIEWER

International Communication Association

AFFILIATIONS

2022 -

International Communication Association.

SKILLS AND METHODS

Languages: Portuguese (native), English (fluent), French (intermediate), Japanese (Basic)

Software: Microsoft Office, Keynote, Adobe Creative Suite, Final Cut Pro

DSRL Photography

Research methods: content analysis, interviewing, surveys, fieldwork, semiotics, ethnography, co-design, design fiction.